

**Sustainable Environmental
Conservation Tournament
SECOTO**



Introduction



SECOTO International Green FZC is a Green business and intercontinental social business based in The United Arab Emirate (UAE) that is Holding **SECOTO Eco sports LLC** founded to organize mega sports events under **Sustainable Environmental Conservation Tournaments (SECOTO)** platform. Launched at **Cop 28 in the UAE** with Circle cooperation from 120 countries.

it addresses to sport for climate change on a global scale and plays a crucial role in promoting sustainability by organizing mega sports events on conservation and competition that raise awareness about climate change, reducing carbon footprints, and implementing environmentally friendly practices.

it has significant influence due to the scale of the events we organize and the widespread attention they attract. By integrating Sport for climate change considerations into our operations, we set an example for others to follow and contribute to mitigating the impact of large-scale sporting events on the environment.





Sustainable Environmental Conservation Tournament –SECOTO is a global platform of sports for climate established young Climate activists during COP28 –UAE to raise a new talented generation in Sports and Arts with the spirit of being a change maker as well as transforming the sports club into an eco sports club and Environmental clubs into Eco sports clubs as parts of youth empowerment program for social change, SECOTO has the 7 Mega sports event on conservation in all continents that will contribute directly to the sport for climate and reveal the role of sports and Arts in environmental protection.



Intercontinental Green Cup™ is a mega sports event that brings together every year 32 teams in every continent to compete in Eco sports tournaments of Football, Basketball, volleyball, and Arts performing by raising the voice of youth in conservation and different events for climate matters discussion. It consists of **African Green Cup™**, **American Green Cup™**, **Asian Green Cup™**, **European Green Cup™** **South American Green Cup™**, and **Oceanian Green Cup™**, every event has its owner's unique way of seeding sustainable practices and SDGs campaign for social change



World Green Cup™ will be the best and most memorable time for conservationists, environmental organizations, Sports organizations, sports fans, and entertainment fans in the World. 32 Eco Sports Clubs from 32 countries Qualified for the intercontinental Green Cup will participate in the World Green Cup which will be Launched and inaugurated in November 2026.

World Green Awards will be identified during the World Green Cup before every game, there will be a performance of artist music and comedy which create awareness according to the themes and highlights of SECOTO





Mission

The **SECOTO** is a unique Initiative that aims to raise awareness about climate change and promote sustainable practices across the World through sports and arts performances as well as Unify World young people to act on the climate agenda with the same spirit and strengthen empowerment program from the community to international.

Purpose and Goals

The primary goal of the **SECOTO** is to use the popularity of sports and entertainment as a platform to engage with a wide audience and spread messages about the importance of addressing climate change. By combining sports with environmental awareness, the events seek to inspire individuals, communities, and governments to take action towards a more sustainable future and inspire the other countries of the World

Format and Activities

Transform “**sports club**” to “**eco sports club**” and “**environmental club**” to “**eco sports club**”, participating teams not only compete on the Sports field but also engage in various activities related to environmental conservation. These activities include tree planting initiatives, beach clean-ups, educational workshops on climate change, sustainability practices in their community, and Eco sports clubs activities exhibitions by increasing the endless of diversity Culture.





KEY THEMES:

- **Climate Change**
- **SDG campaign**
- **Wildlife and people**
- **Sustainable Tourism**
- **Culture Exchange**

All the participate countries will be responsible for identifying their own subject according to the climate change problem faced by their regions



Goals

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Context

- United Nations Environmental Programs (UNEP)
- UNFCCC (UN Sports for Climate)
- International Union for Conservation of Nature (IUCN sports and Nature)
- Sustainable Development Goals
- UNESCO Culture and Heritage
- Paris Agreements of Climate Change
- Federation International de Volleyball (FIVB)
- International Federations of Arts and Culture Agencies (IFACA)
- International Football Federations Associations (FIFA)
- International Basketball Federation
- International Federations of Actors (FIA).
- International Federations of Musics (FIM).



Event Format

With 28 mega Sports events that will be organized by SECOTO, every event will consist with:

- Sports competitions of Eco Sport Clubs
- Cultural Performance and Modern
- opening Ceremony and awarding ceremony
- Eco sports Clubs innovations pitching sessions
- Connect Eco sports clubs with Investors (Sponsors of sustainability)
- Explorations



ASIA GREEN CUP FOR ECO CLUBS 2025 UNITED ARAB EMIRATES- UAE



Asian Green CUP



THE ONLY MEGA SPORTS EVENT
ON CONSERVATION IN ASIA



Asian Green Cup™, will bring not just their sports talents but reveal a commitment to intertwining sports and climate action. Through their diverse initiatives, these Eco teams demonstrate that the language of sports can transcend borders and effectively communicate the importance of conservation and climate resilience in Asia and beyond.

Asian Green Cup™ has a series of sports competitions, workshops, and panel discussions. The event is an opportunity to showcase innovative solutions and best practices for addressing climate change while fostering collaboration and solidarity among Asian countries through sports for climate.

Young people talented in Sports and Performing Arts as conservationists, Sports fans, climate activists, policymakers sports organizations, Environmental organizations, and indigenous people, from all over the Asian continent.

Football



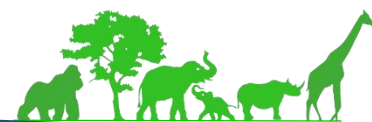
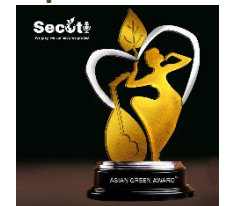
Basketball



Volleyball



Arts
performance



African™ Green CUP

6 CLEAN WATER
AND SANITATION



AFRICAN GREEN CUP OF ECO CLUBS 2025

The only mega sports event
in Conservation in Africa



AFRICAN GREEN CUP™

Africa, known for its diverse ecosystems and unique wildlife, **African Green Cup™** is represented by Eco Sports Club hailing from various countries, each contributing its distinct perspective and expertise to the tournament. The unity among these Eco sports Club reflects a shared commitment to addressing the environmental challenges that the continent faces, emphasizing the powerful connection between sports and climate action

African Green Cup™ is just a competition and a platform where sports meet environmental stewardship. Diverse Eco-sports clubs from across the continent unite with a shared purpose-sustainable conservation through sports. These Eco teams are comprised of individuals dedicated to preserving Africa's rich biodiversity by protecting natural habitats and promoting environmental sustainability.

Football



Basketball



Volleyball



Arts
performance



The only mega sports event on conservation
in Europe

EUROPEAN GREEN CUP 2025 First edition



EUROPEAN GREEN CUP™

The **European Green Cup™** Europe, with its varied ecosystems and cultural heritage, is proudly represented by Eco-Sports Clubs from different countries. The European Eco teams come together at SECOTO events for illustrating the collaborative spirit needed to address environmental challenges and promote climate awareness sport and arts.

Through their diverse initiatives, these Eco teams demonstrate that the language of sports can transcend borders and effectively communicate the importance of conservation and climate resilience in Europe and beyond.

European Green Cup™ is set to be an exciting and memorable time of mega sports events bringing together young people talented in Sports and Performing Arts as conservationists, Sports fans, climate activists, policymakers sports organizations, Environmental organizations, and indigenous people, from all over the European continent.

Football



Basketball



Volleyball



Arts performance



America™ Green CUP

7 AFFORDABLE AND
CLEAN ENERGY



AMERICA GREEN CUP OF ECO CLUBS 2025

The only mega sports event on
Conservation in North America.

AMERICAN GREEN CUP™

American Green Cup™ the Eco Sports Clubs will showcase their commitment to environmental conservation, uniting through sports to amplify the message of climate action. These Eco sports clubs will hail from diverse regions of North America and Canada and Caribbean, to contribute their unique. these Eco teams demonstrate that the language of sports can transcend borders and effectively communicate the importance of conservation and climate resilience in America and beyond.

By Educating and spread messages about the importance of addressing climate change through combining sports and environmental awareness, as well as seek to inspire individuals, communities, and governments to take action towards a more sustainable future.

Football



Basketball



Volleyball



Arts
performance





SURMERICAN GREEN CUP™

South America, with its rich biodiversity and cultural diversity, is proudly represented by Eco teams from countries such as Brazil and others. These Eco teams converge at SECOTO, emphasizing the significance of collaboration and global solidarity in addressing environmental challenges and promoting climate resilience from the National level to the international through the **Suramerican Green Cup™**

As South American Eco Teams which will participate in **SECOTO**, they put not only Domestic tourism on the next level but also a commitment to intertwining sports and climate action. Through their diverse initiatives, these Eco teams demonstrate that sports can serve as a powerful catalyst for change, inspiring individuals and communities to embrace sustainable practices and contribute to the global climate Agenda

Football



Basketball



Volleyball



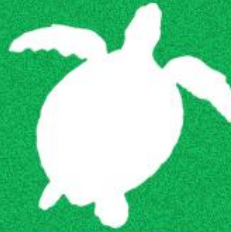
Arts performance





OCEANIA™ GREEN CUP 2025 First Edition

Zero waste, zero emission, zero poachers



The only mega sport event on Conservation in South America



OCEANIAN GREEN CUP™

Oceania Continent is rich in marine biodiversity and cultural diversity and is proudly represented by Eco teams from countries such as Australia, New Zealand, and Pacific Island nations. These Eco sports Clubs come together at **Oceanian Green Cup™**, strengthening the importance of collaboration and global solidarity in addressing environmental challenges and promoting climate resilience.

Oceanian Green Cup™ is not only a mega sports event that will reach millions of households, sports fans, entertainment lovers, and environmental activists, but it is also a platform that will nurture a new Oceanian sports talented generation who have the spirit of being Earth Guardians.

Football



7 days

Basketball



4 days

Volleyball



3 days

Arts performance



3 days





WORLD™
Green
CUP



WORLD™
Green
CUP



WORLD™
Green
CUP



WORLD™

WORLD GREEN CUP 2027™

World Green Cup of environmental Clubs has the potential to raise awareness, drive innovation, and foster collaboration towards creating a more sustainable sports industry that aligns with global climate objectives.

World Green Cup (First edition) is the first and only mega sports event on Conservation in the World With a series of sports competitions, performing arts, workshops, panel discussions, and Exhibitions. Those events are opportunities to showcase innovative solutions and best practices for addressing climate change while fostering collaboration and solidarity among World countries.

World Green Cup is set to be an exciting and memorable time of mega sports events bringing together young people talented in Sports and Performing Arts as conservationists, Sports fans, climate activists, policymakers sports organizations, Artists Environmental organizations, and indigenous people, from all over the World. In this project, you will find your way to become a strong partner of the Sports for climate and SDGs campaign through youth empowerment programs as well as a new way to promote sustainability of your activities all over the world.



www.secotomag.com

SECOTO MAGAZINE

We discover, we release, we protect



The place for storytelling of climate activists and Greenpreneurs

SECOTO Magazine is a media platform that focuses on promoting Greenpreneurs, sports for climate, eco-arts performances, and Sustainable tourism. Established in 2023 during COP 28 in Dubai, UAE, and conceived by Shumbusho Patience and other climate activists from 120 countries, SECOTO Magazine provides in-depth coverage and analysis of these topics while emphasizing their interconnectedness. The activities of green fighters from YOUNGO/UNFCCC, URI-Global, and GGI Greenpreneurs are highlighted extensively. It's publish the successful green story from community conducted by climate activist and awarding 20 story every years.





SECOTO Sports Collection

Branding on sport uniform is a powerful tool that shapes perceptions and drives consumer choices. When sportswear brands incorporate conservation messages into their designs, they not only enhance their brand image but also contribute to a larger narrative about sustainability. Secoto sports Collection help all the sports fans, climate activist, students and leaders to make daily sports for social health as well as creating awareness about climate issues. This brand of **Saving the Earth** is helping Secoto also to collect fund

www.secotofashion.green



Expected Result

Environmental Consciousness Integrating climate-related messages into sports events and activities that contribute to raising environmental consciousness among eco-sports clubs, fans, and the general public. By leveraging the reach and appeal of sports, it effectively communicates the urgency of addressing climate change and encourages individuals to adopt eco-friendly behaviors, leading to a more environmentally conscious society, and fostering a culture of sustainability and responsible environmental stewardship.

Youth empowerment

Policy Advocacy: The influence of sports extends beyond entertainment and leisure; it also holds a significant way in shaping public opinion and influencing policy decisions. This Eco tournament program will advocate for policy changes that prioritize sustainability, new talented climate activist, renewable energy, and carbon reduction strategies. By leveraging its influence on public discourse, this initiative will also push for environmentally friendly policies at local, national, and international levels, thereby contributing to the global effort to combat climate change.

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Green program

Community Engagement: this tournament will serve as a platform for engaging local communities in environmental initiatives. Through partnerships with grassroots organizations, eco-sports clubs, and community outreach efforts, it will mobilize individuals to participate in conservation projects, clean-up campaigns, and other eco-friendly activities. This community engagement not only fosters a sense of collective responsibility towards the environment but also strengthens social cohesion and resilience in the face of climate challenges.

Global Collaboration: SECOTO will unify the power that transcends geographical boundaries and cultural differences and increase the facilitation of global collaboration by bringing together Eco sports Clubs and organizations from around the world to collectively address climate issues. This collaborative approach will foster international partnerships, knowledge exchange, and joint initiatives aimed at mitigating the impacts of climate change on both local and global scales.



For more information :

SECOTO Global

Email: info@secoto.org
contact@secoto.earth

African Green Cup™

Email: AfricanGC@secoto.org

European Green Cup™

Email: EuropeanGC@secoto.org

Asian Green Cup™

Email: EuropeanGC@secoto.org

American Green Cup™

Email: americanGC@secoto.org

Southamerican Green Cup™

Email: suramericanGC@secoto.org

Oceanian Green Cup™

Email: EuropeanGC@secoto.org

Partnership and sponsorship

partnership@secoto.org

sponsorship@secoto.org

Volunteer@secoto.org





SECOTO-UAE
Tel: +971 (0) 503 022 219
Email: info@secoto.org
contact@secoto.earth
Dubai-Business Bay
Sharjah- United Arabe Emirate
www.secoto.earth